

AMENDMENTS TO THE CLAIMS

Please make the following amendments to the claims:

1. (Cancelled)

2. (Currently Amended) The ~~method~~ computer-readable medium of claim [[1]] 35, the ~~method~~ program further comprising generating a marketing recommendation based at least in part on the generated assessment.

3. (Currently Amended) The ~~method~~ computer-readable medium of claim 2, wherein the marketing recommendation is an absolute recommendation based at least in part on a predetermined threshold.

4. (Currently Amended) The ~~method~~ computer-readable medium of claim 2, wherein the marketing recommendation is a relative recommendation based at least in part on a comparison of the generated assessment with one or more assessments of the marketability of other intellectual property assets.

5-9. (Cancelled)

10. (Currently Amended) The ~~method~~ computer-readable medium of claim [[1]] 35, wherein the ~~marketing~~ criterion is selected from the group consisting of a marketing viability criterion, a potential customer criterion, a competitive criterion, a market potential criterion, a development criterion, an ownership criterion, a patent status criterion, an interested customer criterion, a deal complexity criterion, a time to closing criterion, a competitive advantage

criterion, a future deals criterion, a customer relationship criterion, an internal political criterion, and a public relations criterion.

11. (Currently Amended) A method for determining whether to market an intellectual property asset, the method comprising:

determining, utilizing a computer system, a market potential assessment for the intellectual property asset, ~~the intellectual property asset based at least in part on an innovation developed for an internal need;~~

determining a marketing project timeframe assessment for the intellectual property asset;
determining a projected revenue potential assessment for the intellectual property asset;
determining a competitive threat assessment for the intellectual property asset; and
determining a marketing opportunity assessment for the intellectual property asset based at least in part on the determined market potential assessment, the marketing project timeframe assessment, the projected revenue potential assessment, and the competitive threat assessment.

12. (Previously Presented) The method of claim 11, the method further comprising:
determining an intangible value assessment for the intellectual property asset,
wherein the marketing opportunity assessment for the intellectual property asset is further based at least in part on the determined intangible value assessment.

13. (Previously Presented) The method of claim 11, the method further comprising
determining that the intellectual property asset is to be marketed when the marketing opportunity assessment satisfies a predetermined threshold.

14. (Currently Amended) The method of claim 11, wherein the determining a
marketing potential assessment step further includes determining a product viability assessment.

15. (Currently Amended) The method of claim 11, wherein the determining a marketing project timeframe assessment step further includes determining a product marketing readiness assessment.

16. (Currently Amended) The method of claim 11, wherein the determining a projected revenue potential assessment step further includes determining a projected total anticipated revenue assessment.

17-34. (Cancelled)

35. (New) A computer-readable medium containing a program for determining whether to market an intellectual property asset, the program comprising the steps of:

receiving intellectual property asset data associated with the intellectual property asset;
and

generating an assessment of the marketability of the intellectual property asset based at least in part on the intellectual property asset data and on a criterion, wherein the criterion includes whether marketing the intellectual property asset to a customer will have a non-royalty impact on a marketer of the intellectual property asset.

36. (New) The computer-readable medium of claim 35, wherein the generating step further comprises the step of:

generating an assessment of the marketability of the intellectual property asset based at least in part on the intellectual property asset data and on a criterion, wherein the criterion includes whether marketing the intellectual property asset to a customer will give the customer a competitive advantage over the marketer of the intellectual property asset.

37. (New) The computer-readable medium of claim 35, wherein the generating step further comprises the step of:

generating an assessment of the marketability of the intellectual property asset based at least in part on the intellectual property asset data and on a criterion, wherein the criterion includes whether marketing the intellectual property asset to a customer will increase a potential for future commercially advantageous transactions by the marketer with the customer.

38. (New) The computer-readable medium of claim 35, wherein the generating step further comprises the step of:

generating an assessment of the marketability of the intellectual property asset based at least in part on the intellectual property asset data and on a criterion, wherein the criterion includes whether marketing the intellectual property asset to a customer will foster internal organizational relations.

39. (New) The computer-readable medium of claim 35, the program further comprising the step of:

determining that the intellectual property asset is to be marketed when the generated assessment satisfies a predetermined threshold.

40. (New) The computer-readable medium of claim 35, the program further comprising the step of:

determining that the intellectual property asset is to be marketed based at least in part on a comparison of the generated assessment with one or more assessments of the marketability of other intellectual property assets.

41. (New) A method for determining whether to market an intellectual property asset, the method comprising the steps of:

receiving intellectual property asset data associated with the intellectual property asset;
and

generating, utilizing a computer system, an assessment of the marketability of the intellectual property asset based at least in part on the intellectual property asset data and on a criterion, wherein the criterion includes whether marketing the intellectual property asset to a customer will have a non-royalty impact on a marketer of the intellectual property asset.

42. (New) The method of claim 41, wherein the generating step further comprises the step of:

generating an assessment of the marketability of the intellectual property asset based at least in part on the intellectual property asset data and on a criterion, wherein the criterion includes whether marketing the intellectual property asset to a customer will give the customer a competitive advantage over the marketer of the intellectual property asset.

43. (New) The method of claim 41, wherein the generating step further comprises the step of:

generating an assessment of the marketability of the intellectual property asset based at least in part on the intellectual property asset data and on a criterion, wherein the criterion includes whether marketing the intellectual property asset to a customer will increase a potential for future commercially advantageous transactions by the marketer with the customer.

44. (New) The method of claim 41, wherein the generating step further comprises the step of:

generating an assessment of the marketability of the intellectual property asset based at least in part on the intellectual property asset data and on a criterion, wherein the criterion includes whether marketing the intellectual property asset to a customer will foster internal organizational relations.

45. (New) The method of claim 41, wherein the generating step further comprises the step of:

generating an assessment of the marketability of the intellectual property asset based at least in part on the intellectual property asset data and on a criterion, wherein the criterion includes a protection status associated with the intellectual property asset.

46. (New) The method of claim 41, the method further comprising the step of:
determining that the intellectual property asset is to be marketed when the generated assessment satisfies a predetermined threshold.

47. (New) The method of claim 41, the method further comprising the step of:
determining that the intellectual property asset is to be marketed based at least in part on a comparison of the generated assessment with one or more assessments of the marketability of other intellectual property assets.

48. (New) A computer-readable medium containing a program for determining whether to market an intellectual property asset, the program comprising the steps of:
determining a market potential assessment for the intellectual property asset;
determining a marketing project timeframe assessment for the intellectual property asset;

determining a projected revenue potential assessment for the intellectual property asset;
determining a competitive threat assessment for the intellectual property asset; and
determining a marketing opportunity assessment for the intellectual property asset based
at least in part on the determined market potential assessment, the marketing project timeframe
assessment, the projected revenue potential assessment, and the competitive threat assessment.

49. (New) The computer-readable medium of claim 48, the program further
comprising the steps of:

determining an intangible value assessment for the intellectual property asset,
wherein the marketing opportunity assessment for the intellectual property asset is further
based at least in part on the determined intangible value assessment.

50. (New) The computer-readable medium of claim 48, the program further
comprising the step of determining that the intellectual property asset is to be marketed when the
marketing opportunity assessment satisfies a predetermined threshold.

51 (New) The computer-readable medium of claim 48, wherein the marketing
potential assessment includes a product viability assessment.

52. (New) The computer-readable medium of claim 48, wherein the marketing
project timeframe assessment includes a product marketing readiness assessment.

53. (New) The computer-readable medium of claim 48, wherein the projected
revenue potential assessment includes a projected total anticipated revenue assessment.

54. (New) The computer-readable medium of claim 48, wherein the marketing
criterion is selected from the group consisting of a marketing viability criterion, a potential

customer criterion, a competitive criterion, a market potential criterion, a development criterion, an ownership criterion, a patent status criterion, an interested customer criterion, a deal complexity criterion, a time to closing criterion, a competitive advantage criterion, a future deals criterion, a customer relationship criterion, an internal political criterion, and a public relations criterion.